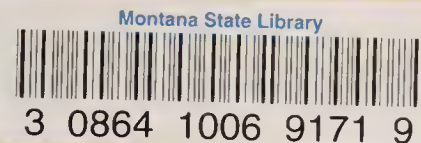


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STATE DOCUMENTS



# TRAVEL NEWS MONTANA

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 3, NO. 4, 1976

## MONTANA TRAVEL INDUSTRY REPORTS HIGH 1976 TOTAL

The travel business in Montana for 1976 continued a rising trend evident since 1967, with increases in dollar volume and visitor attendance reported all across the state.

Responses to advertising placed by the Travel Promotion Unit showed a phenomenal increase with inquiries totalling 224,579 through October, up nearly 50 per cent over the 158,044 reported for the same period in 1975. A conversion study completed this fall demonstrates that 34.2 per cent of the inquiries in response to the state's advertising resulted in trips to Montana, for a total dollar expenditure of \$29,186,287.00. The total dollar expenditure for the same category in 1975 was \$18,224,212.00. The Travel Promotion Unit's budget for the fiscal year is set at \$652,103.00.

The inquiries came as a result of summer and winter national and regional media advertising. Largest percentages of reader response came from magazine ads (129,887 inquiries) in publications such as *Better Homes and Gardens*, *McCalls*, *Redbook*, *National Geographic*, *Good Housekeeping*, *Sunset*, *Woman's Day*, *Parade*, *Sports Afield*, *Travel and Leisure*, *Ski*, and *Skiing*.

The annual Governor's Invite a Friend Campaign was highly

(continued back page)

### TRAVEL ROUNDUP SET FOR HELENA

The 1977 Governor's Conference on Travel will be held in Helena in March, according to a statement from Josephine Brooker, Director of the Montana Travel Promotion Unit.

Known as the "Travel Round-up", the annual travel industry meeting will officially open at noon

on March 17 and will be preceded by a film festival. The two-day meet will close late in the afternoon of March 18.

A schedule of speakers and seminar-discussion sessions will be held, covering travel on the national, state and local scenes, according to Ms. Brooker.

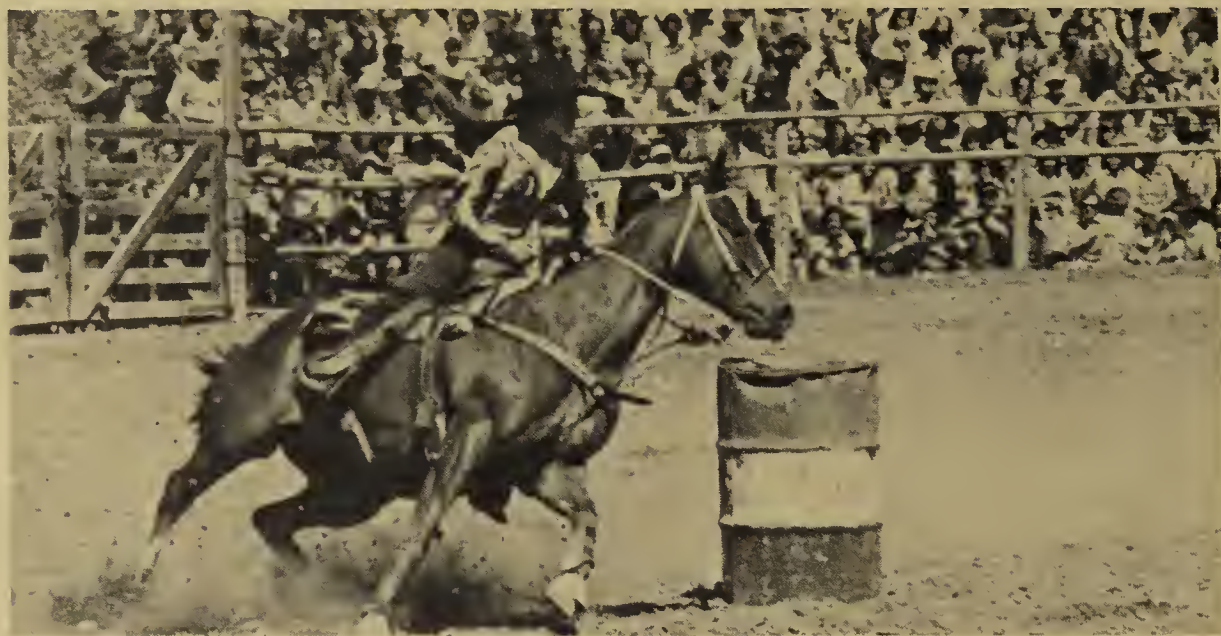
Previous travel conferences have been held at Fairmont Hot Springs, Great Falls, and in Billings.



Montana skiing as the destination for an international ski vacation will be the focus of a promotion in Canada jointly sponsored by the Montana Travel Promotion Unit and the United States Travel Service. Promoted through television, newspapers and magazines and directed to skiers in Alberta, Manitoba and Saskatchewan, the January advertising effort is designed to capitalize on a growing interest in Montana skiing on the part of Canadian winter vacationers. Also involved in the jointly sponsored venture are telecasts of *Montana — A Little Farther North*, State of Montana ski film now in its final year in distribution, and placement of a ski booklet in sports shops throughout the provinces, the northwest, and mid-west population centers. A winter travel writers' trip last year brought a group of Canadian ski writers and editors into Montana on a Travel Promotion Unit tour of major ski facilities and resulted in 32 articles on Montana skiing in high-circulation Canadian publications.



# RODEO ASSOCIATION MEETING IN HELENA



## NATIONAL MAGAZINES TO FEATURE MONTANA

Glacier National Park will be featured in an upcoming issue of *Good Housekeeping*, showing the Park's vacation splendors to the GH circulation of well over five million readers.

The Glacier Park article was written by the well-known travel writer team of Hank and Vera Bradshaw who visited the Park last summer on assignment from *Good Housekeeping*. The Montana Travel Promotion Unit generated interest in assigning the article through a series of contacts with the editorial staff and with the writing team, and assisted additionally by providing research information and by making arrangements for the writers with research resources in the area.

The writers are also producing an in-depth treatment of Montana for publication by Rand McNally. Featuring Glacier National Park, Helena, Billings, and Glasgow and mentioning side trips of interest accessible to each of the city locations, the article was written with the research and editing assistance of the publicity arm of the Travel Promotion Unit.

In addition, Montana dominates the current (December) issue of *Ford Times*, monthly magazine

distributed by the Ford Motor Company and long respected for the excellence of its writing standards. In the magazine are three articles on Montana — one, *Christmas in Missoula*, written by Dorothy Johnson, Montana's irrepressible *grande dame* of Westerns. The remaining two stories are *Winter Whitefishing* featuring the Bitterroot River, written by Mark Boesh, and *Frontier Relic Hunter* by Pete Czura.

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Ski shows in Seattle, Minneapolis and Calgary were scheduled for Montana representation.

In the 1976 schedule, Montana booths were included in Seattle early in October with Garry Wunderwald; in Minneapolis in November with Tours Division Coordinator Pat Downs heading the Montana representation; and in Calgary October 28 through November 1 with staffing by the Ski Area Operators Association.

Final details of the 1977 National High School Rodeo Finals, scheduled to be held in Helena in August, will be worked out at a meeting of the Association's Board of Directors in January at Helena's Colonial Inn.

Hosted by the Rodeo '77 Committee headed by Don Hilger, 50 members of the 100-member group will also take a motor coach tour to West Yellowstone for an overnight visit to Old Faithful Snow Lodge in Yellowstone National Park. Details of the overnight tour are being coordinated through the Montana Travel Promotion Unit, which is also providing a guide and in-state transportation for the group.

The national rodeo event is expected to attract some 7,000 visitors to Montana for the August Finals.

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In a breakdown by film with totals through November 30, *Red Sunday*, documentary on The Battle of the Little Bighorn, has been seen nationwide by an estimated 14,128,900 viewers, and *Montana Revisited* — a contemporary film trip on the Lewis and Clark trail through Montana, has been seen by an estimated 10,291,400 viewers. Montana's ski film, *Montana — A Little Farther North*, has been seen by an estimated 16,579,700 viewers through 369 telecasts.

In addition to distribution by Modern Talking Pictures, prints of the films are provided by the Travel Promotion Unit free of charge to schools, clubs and other organizations. An estimated 50,000 additional viewers have seen the films by way of State distribution. Although 75 per cent of the state distribution is to fill out-of-state requests, first priority for the films' use is reserved for Montana groups.





Forrest "Buck" Boles (L), Montana Chamber of Commerce, and Hank Demmons, Director of the Montana Travel Hosts Division, look over a new brochure on the travel industry recently produced by MTH.

## MONTANA TRAVEL HOSTS LAUNCH NEW PROMOTION

A new project by Montana Travel Hosts is designed to focus the attention of Montana residents on the state's travel industry, according to a report by MTH Director Hank Demmons.

Called "Talk Travel", the promotional venture consists of a program on various aspects of the state's travel business and will be presented by Chambers of Commerce throughout the state. First program presentation was by the Miles City Chamber of Commerce early in December.

The program consists of informational sessions, viewing of the travel business film *Travel: Montana's Beautiful Industry*, and presentation of a new slide program designed to identify the travel industry in terms of relevance to individual communities throughout the state.

The slide presentation is accompanied by a sound track narration spelling out who is affected by the travel industry, what tourism does in terms of dollar impact in individual locations, and how the industry can be made to play in-

creasingly important roles in state and community economies.

A new brochure has also been printed by MTH for state-wide distribution, emphasizing the importance of travel and tourism in all levels of state involvement.

### STICK AROUND FOR YEAR 2000

According to a recent Motel/Hotel "Insider" Newsletter, travel will be vastly different in the year 2000. Summarizing the predictions of Herman Kahn, founder of the Hudson Institute Think Tank, changes which will influence tourism by the end of the century include:

New fuels which will avert a critical energy shortage; a more evenly distributed economic activity nation-wide; more classless lifestyles with less emphasis on materialism and more emphasis on having a variety of experiences; an economic boom; a lower population total with a correspondingly increased standard of living; a standard four-day work week.

## CARTER SUPPORTS TRAVEL INDUSTRY

Presidential support for the travel industry was indicated by President-elect Jimmy Carter in an interview conducted by *Travel Trade* editors, according to a recent news edition published by the travel industry magazine.

In response to interview questions Carter stated, "Recognizing that money spent to promote tourism is really an investment in future tax revenue, I believe that money spent wisely to produce future returns is a good investment by responsible government."

Carter also told *Travel Trade* interviewers that, during his term as Governor of Georgia, he increased Georgia's travel promotion budget as part of a "successful effort to expand our tourism revenues" and commented that travel was Georgia's fourth largest industry. Carter added that he had learned during his administration as governor that "the travel industry contributes heavily to the economic main-stream in terms of tax revenue, capital expenditures, and job opportunities."

Asked about the effects of another energy crisis on the travel industry, Carter replied, "With respect to any future possible 'energy crisis' and the distribution of energy supplies during such a situation, I can assure the travel industry that, in the unlikely event of another embargo, travel will receive fair consideration in allocation of fuel."

Carter also commented that he has "long recognized the tremendous impact of travel on the economy in general, and on employment opportunities in particular" and concluded, "I can assure the travel industry that the Carter Administration . . . will understand and acknowledge the needs and aspirations of your industry and will look forward to working closely with you to achieve our mutual objectives."



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Guest Editor Al Donohue, President of Heritage Inn, Great Falls; Radio KMON and Radio KNUW, Great Falls; Montana Travel Hosts; Montana Innkeepers Association; Vice-President Old West Trail Foundation.

Over and over again we've heard how tourism ranks as the third place industry in Montana — and with that ranking we tend to feel confident, complacent, and ready to rest on our laurels as the tourists come to see us.

But — why settle for number three? With the fabulous potential Montana has as a tourist destination, we could bring tourism into the number two position, for tourism does hold the number two ranking in a number of states that do not begin to have what Montana has. Sound like a dreamer talking? I don't believe that is the case.

As a fairly active participant in the travel industry within the state and out, I can say with some degree of sincerity that Montana has the very best scenic attractions, and the facilities with which to handle the traveling public. We take a backseat to no one with what we can offer. However, the Montana travel industry is not working together to make things really happen.

The Montana Innkeepers Association, of which I am a member, goes in one direction. The Montana Travel Hosts, in which I'm also involved, goes another. All of the above are working toward the same common goal, but could achieve that goal sooner and easier by working together. Working together would produce

astonishing results and bring about a very substantial difference in our Montana travel industry. It is so vital to the welfare of all of us who are involved in the travel business to become more involved in working for our common good.

As a start, begin in your own community by getting involved with your local Chamber of Commerce — for it is, in most cases, the best local spokesman for tourism. The Montana Travel Hosts, working in conjunction with the State Chamber, has done more within the last year for our industry than most of us realize . . . but needs and welcomes your input. The Montana Travel Promotion Unit is involved with other states and even nations in working for our mutual benefit, and joins with organizations such as the PNTA (Pacific Northwest Travel Association) and the Old West Trail, linking Montana with the northern tier of states from Washington to North Dakota, and as far east as Nebraska.

The funding for the State comes from the legislature, and your personal contact with your representative and senator, pointing out the true importance of your industry, can go a long way towards bringing about adequate financing.

Incidentally, the State is also closely involved with DATO (Discover America Travel Organizations) on the national level, and internationally the State cooperates with the U.S. Travel Service in bringing to the people of Canada, Japan and Europe the reasons for visiting Montana.

In summary, much is being done by the State on a national and international basis, with the funds that are available. Not enough is being done by the private sector within Montana by those of us who would benefit most within the travel industry, to make tourism more important to the State's economy . . . and to your pocket-book.

Now, wouldn't you really rather be number two, instead of number three? And from there . . . well, we'll talk about being Number One once we've become number two.

## CANADIAN AGENTS WINTER FAM TRIP

Travel agents and wholesalers involved in arranging tours for large groups of skiers will visit Montana ski facilities in a winter travel agent familiarization trip February 22-28.

Being coordinated by the Tours Division of the Montana Travel Promotion Unit in cooperation with the United States Travel Service, the Canada-based group will visit Big Sky, Bridger Bowl, Bozeman's Holiday Inn, and Big Mountain on the mid-winter tour.

## PNTA TOUR GUIDE PROMOTING TOURS IN 4-STATE AREA

A Tour Guide promoting package tours in the four states of Washington, Oregon, Idaho and Montana is currently being produced by the Pacific Northwest Travel Association, according to Mrs. Pat Downs, Coordinator of the Tours Division of the Montana Travel Promotion Unit.

A total of 19 Montana travel businesses, including backpacker outfitters, motels, tour operators, dude ranches and other travel destinations, will participate in the tour promotion effort. Over 500 Montana businesses were invited to be included in the promotion, Mrs. Downs said.

As a four-state promotion, participation in the Guide is free to businesses listing tour packages in the Guide. A total of 10,000 copies of the PNTA publication will be printed for distribution to travel agencies throughout the United States. In addition, 2,000 copies of the Montana portion of the Guide will be produced for distribution by participating in-state businesses and by the state agency. Publication date has been set for February 1.

Mrs. Downs commented that the Travel Promotion Unit is participating in the PNTA promotional program because "We feel it is another way to promote Montana as a destination rather than a drive-through state."

## TRAVEL TASK FORCE TO PROMOTE TOURISM

Secretary of Commerce Elliot Richardson has announced that the U.S. government will commit up to \$1-million during fiscal year 1977 to seed Travel Task Force, a joint government/industry partnership designed to promote programs developing domestic tourism.

The travel industry task force will be coordinated by Discover America Travel Organizations. DATO is involved with the work of planning and implementing the national program, following consultations with travel agency associations and national trade organizations and after solicitation of creative proposals from advertising agencies.

In announcing the new program Richardson said "In addition to its economic impact, especially with respect to creating new and meaningful jobs in the private sector, travel is an important part of the quality of life of Americans."

Assistant secretary of commerce for tourism Creighton Holden, who heads United States Travel Service (USTS), expressed his hope that recommendations made by the task force will establish a framework of an on-going liaison between USTS and the tourism industry.

Travel agents are expected to play a major role in the task force. Deputy assistant secretary of commerce for tourism David N. Parker said that travel agents would be the "lifeblood" of the new national marketing program as success of the venture will hinge on the ability of retailers to sell the travel product to the American consumer.

The growing recognition of the role of travel agents as vital links in the multi-billions-a-year travel industry should be more firmly stated and promoted to the consumer, Parker continued, noting that the USTS "recognizes their value and includes 'See your travel agent' lines in its media advertising campaign."

In commenting on the establish-



COUNCIL OF REGIONAL TRAVEL EXECUTIVES — Representatives of the Council of Regional Travel Executives pictured during their winter meeting in Washington, D.C. in December are, left to right, Lloyd D. Howe, CORTE Chairman and Administrator, Idaho Division of Tourism; Joanne F. McCrea, Chief, Ohio Travel Bureau; Thomas H. Jackson, CORTE Vice Chairman and Commissioner, Tennessee Department of Tourist Development; Josephine Brooker, Director, Montana Travel Promotion Unit; John J. Nelson, Director, Maryland Division of Tourist Development; and W. "Bill" Kundrat, Director, New Mexico Tourist Division. CORTE, as the national coordinating council of state government travel directors, operates as a committee to Discover America Travel Organizations and is composed of representatives of the nine travel marketing regions of the United States.

ment of the task force, DATO national chairman G. Harold Northrup said: "I view this action as a major step in the evolution of travel as an important economic factor in America. It serves as evidence that an industry which produces \$72-billion in payrolls and adds about \$9-billion in taxes each year is an industry to be developed in a fashion which serves the economy and the national interests."

## NEW HIGHWAY MAP DUE IN FEBRUARY

Montana's 1977 Highway Map will be ready for distribution by February 1, according to Department of Highways personnel.

Cover of the new map will spotlight a rodeo photograph, with a reminder that the 1977 National High School Rodeo Finals will be held in Helena August 15-21. Inside photos will include backpacking in the Mission Mountains, a white-water trip, fishing and camping on Terriault Lake, Trappers Peak in the Bitterroot Mountains, and scenes from both Glacier and Yellowstone National Parks with numerous other photographs of Montana places and travel activities.

## NATIONAL TOURISM POLICY DISCUSSED

Representatives of governors and mayors from throughout the Western region met in Denver in December to recommend tourism directors for a National Tourism policy, according to a report from the Senate Commerce Committee.

Josephine Brooker, Director of the Travel Promotion Unit, was designated to represent Governor Tom Judge at the Denver meeting. The session was the fifth of six such regional meetings held throughout the United States.

The National Tourism Policy Study under the direction of Senator Daniel K. Inouye (D Hawaii) will make recommendations to Congress which will be designed to make the extensive federal policy and programmatic involvement in tourism more coherent and responsive to the national interest in tourism. "These regional meetings, along with five national meetings in Washington, will provide a forum for state and local tourism authorities and representatives of the private sector to voice their views and recommendations," Senator Inouye said.



## 1976 TRAVEL

(continued from page 1)

successful. In the campaign Montanans are invited to submit the names and addresses of out of state friends and relatives, to receive the state's vacation promotion material. This year, 15,902 such contacts were made with 60 per cent of the recipients actually vacationing in Montana for a total return to the state of \$3,167,612.00.

The conversion study concluded that visitors who came to the state after receiving the Travel Unit's promotional material consisted of a visitor party of 3.5 persons who stayed in the state 8.6 days and spent \$380 per party. The per party expenditure for 1975 was \$323.00.

Increases in visitors were reflected at barometer attractions state-wide. The office of Superintendent John Townsley of Yellowstone National Park revealed that travel into the nation's oldest and largest national park during 1976 broke all previous records. As of mid-October, with two months remaining to be tallied, 2,840,220 people had entered the Park to top 1970,

the previous record year, by approximately 3,000 visitors. The largest number of Yellowstone visitors arrived through the Park's three Montana entrances of West Yellowstone, Gardiner, and Cooke City.

The highest visitor increase in Montana was recorded at the World Museum of Mining in Butte, up nearly 70 per cent for the year. At the C.M. Russell Museum in Great Falls visitor attendance was up nearly 17 per cent, while visitation at Hungry Horse Dam increased 16 per cent. Visitors to Glacier National Park had increased by 11 per cent over the 1975 totals for the Montana park.

### MONTANA TRAVEL NEWSLETTER

*published as a report on  
Montana's Tourist Industry*

by

The Travel Promotion Unit,  
Department of Highways

Helena, Montana 59601  
Telephone: 449-2654

## FILMS BENEFIT STATE ECONOMY

Films shot on location in Montana have left an estimated \$7 million in the state since the locations program began in 1974.

A total of 11 motion pictures and television commercials have been filmed on location in Montana.

Projected for 1977 are an additional 10 film potentials, with an estimated \$5 million to be left in the state. An additional four movies are at present in the early states of negotiation to be filmed on location at various Montana sites.

Montana is attractive to movie producers as it is relatively virgin country but the state competed with foreign countries as well as with 30 other states after the movie location business.

National publicity for Montana as a result of motion picture location promotion efforts has appeared in magazines and newspapers such as *The New Yorker*, *Playboy*, *Newsweek*, *The Saturday Review*, *Grit*, *Time*, and *The Los Angeles Times*.



Travel Promotion Unit, Dept. of Highways, Helena, Montana 59601

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